Village of Lima
Community Vision Plan

June 2015

CDC ROCHESTER

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Community Vision Plan

June 2015 Lima, New York

Produced by the Community Design Center of Rochester

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Acknowledgments

Following a very successful collaboration from which a vision plan was created for the Town's northern gateway, the Community Design Center Rochester encouraged the Village and Town of Lima to apply for a grant from the Citizens Institute on Rural Design (CIRD) to host a conference. Lima was awarded one of only four national grants that made possible a well-attended October 2013 conference around the topic of the economic viability of small communities in our region. One of the outcomes of this conference is the Village of Lima Vision Plan.

We would like to thank the CDCR for their initiative and expert guidance throughout this process. A major grant from the CIRD, which included funds from the Orton Foundation, the U.S. Department of Agriculture and the National Endowment of the Arts, augmented by support from Greater Rochester Association of Realtors, Livingston County, Project for Public Spaces, and the Village and Town of Lima provided more than $60,000 plus additional hours of pro-bono services coordinated by the CDCR.

We thank the Elim Gospel Church, the Lima Presbyterian Church and the Town of Lima for providing meeting space and staff support at various times throughout the process.

Lastly, we thank all Lima citizens who committed time to staff the steering committee, and all those who participated in the many meetings, who contributed ideas through emails, phone calls and during street conversations. Your efforts will make a significant difference in the Village of Lima's future.

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Executive Summary

The Village of Lima Community Vision Plan was produced by the Community Design Center of Rochester (CDCR), with input and participation from the Lima Steering Committee as well as residents, business owners, and other stakeholders. The Vision Plan addresses the unique needs and desires of the Lima community in the form of maps, images and text. It reflects the community's collective vision for the Village over the next 20 to 30 years.

The recommendations made in this Vision Plan are explained verbally and represented visually to demonstrate what the results of the suggested actions might look like. The proposals illustrated in this Vision Plan come from community-generated ideas and comprise a set of serious recommendations, not official plans. The recommendations detailed in this Vision Plan are meant to improve the vitality and quality of life within the village. The following is a brief overview of the improvement plans for the village that were inspired by the expressed needs of the people of Lima as well as design recommendations made by the CDCR.

Gateways & Way-Finding

Gateways are the entryways to the village and appropriate signage will improve how pedestrians and vehicles alike navigate through Lima. Together they help to create an identity for the village and signify to residents and visitors that they are entering a special place. This Vision Plan recommends that the village:

1. Enhance gateway locations to be an attractive welcome into Lima;
2. Implement gateways and signage that are:
    - Attractive and reflect the character of Lima;
    - Prominently located;
    - Colorful;
    - Easy to read;
    - Landscaped;
    - Visible and well lit day or night;
3. Clearly define and enhance gateway signage at the Village line;
4. Clearly define and enhance minor gateway locations into the Village Core through design;
5. Enhance gateway corridors into the Village Core to convey that one is entering a special place.

The Public Realm

The Vision Plan suggests ways to improve the public realm of the village at the pedestrian scale by recommending street design that calms traffic, improves parking efficiency, and encourages the use of multi-modal transportation. These enhancements are achieved with tree-lined streets, pedestrian scale lighting, enhanced crosswalks, appropriate signage

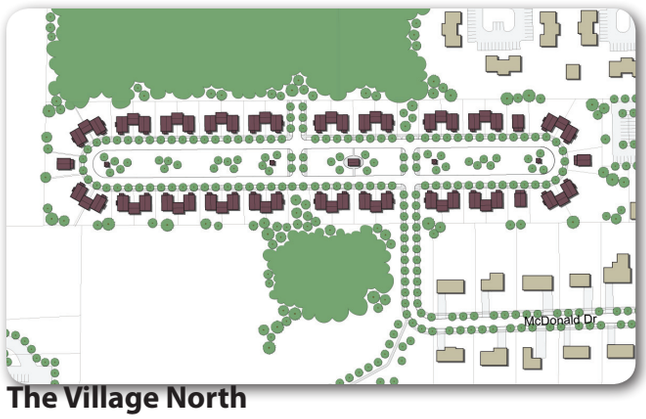
and the addition of banners, artistic elements and amenities. A village with a thoughtfully designed public realm improves the experience for the pedestrian, promotes local businesses, and builds community identity. The Vision Plan suggests building upon Lima's existing assets and making improvements to the public realm in ways that will:

1. Foster Civic Pride;
2. Encourage preservation of the character of the village;
3. Prioritize the needs of the pedestrian;
4. Promote the village core as a vibrant and culturally rich district;
5. Attract people to come to the village.

The Village Core

The Village of Lima has a beautiful and historic core centered on the "Crossroads of Western New York." It is physically located at the heart of the village and the following steps should be taken to enhance the area, making it a vibrant social and commercial center:

1. Establish a Village Common on the vacant lot next to the Village Hall;
2. Explore residential and mixed-use development opportunities to replace the "missing teeth" in the architectural edge;
3. Install a clock tower/information kiosk to hold the NW corner of the four-corners intersection;
4. Encourage façade improvements to commercial building in the village core to reflect the Village's historic aesthetic.



The Village North

The Village North is designated as the name for the area north of Main Street. It is predominantly residential and also contains the Elim Bible Institute, Lima Elementary School, Mark Tubbs Memorial Park and the only active farmland within the village limits. As a result of concerns expressed during the CIRD/Lima Workshop, the Vision Plan recommends exploring a variety of housing options, connectivity of streets and sidewalks, and access to the park. The Village North can be improved by:

1. Developing new residential housing on the land locked parcel behind the George France Restaurant to address the need for a variety of housing options;
2. Exploring potential development on the Elim Bible

Executive Summary

Institute site, including:

a. Student housing development;
b. Increased plantings, particularly around parking lots and driveways;
c. Increased connectivity to and through the Elim site;
d. Exploring the pros and cons of connecting MacDonald Drive through the Elim site to Dalton Road.

3. Taking steps to improve connectivity to and from the Mark Tubbs Memorial Park for both vehicles and pedestrians.

The Village South

The Village South is designated as the area south of Main Street. The south portion of the village features less dense housing on the west side of Lake Avenue and a commercial park area on the east side. There is opportunity for new housing development that would provide a variety of housing options and also improve connectivity to and from the Village Core. The Village South can be improved by:

1. Developing a new housing site that provides a variety of housing sizes and costs to accommodate young families and senior citizens;
2. Filling in gaps in the sidewalk network to increase connectivity to/from the Village Core;
3. Creating a plan to establish the west side of Lake Avenue as a commercial park, providing more opportunities for residents to work within the village;
4. Establishing the creek that extends from Spring Brook and transverses the village into a historic nature trail, complete with interpretive signage.

Transportation & Connections

The majority of the village has the advantage of being within a 5 to 10 minute walk to the Village Core. It is time to encourage alternative modes of transportation that include walking, cycling, and even forms of public transportation. Additionally, improving connections and way-finding methods for all modes of transportation will make the village more accessible and enjoyable for everyone. In order to enhance transportation and connections, the village should:

1. Promote and encourage walkability by completing gaps in the sidewalk network;
2. Expand and label the village trail system to and complement the sidewalk network;
3. Buffer sidewalks with tree lawns to increase the perception of safety for pedestrians;
4. Implement traffic calming measures to the design of Main Street and Route 15A;
5. Promote connectivity to neighboring communities by enhancing the Livingston Area Transportation Service (LATS) bus stop.

We envision a prosperous future for the village which includes pedestrian friendly streets, increased access to the Village Core and welcoming signage to guide residents and visitors. The Vision Plan highlights the village's significant natural landscape, its treasured past, and reflects the community's dedication to its distinctive attributes and diversity.

Introduction

On October 25 - 27, 2013, the Village of Lima hosted the CIRD/LIMA Workshop entitled "Saving our Small Towns and Villages" in partnership with the Citizens Institute on Rural Design (CIRD), the Village and Town of Lima, NY, the County of Livingston, NY, the Landmark Society of Western NY, the National Association of Realtors, the Greater Rochester Association of Realtors, and the Community Design Center Rochester (CDCR).

The CIRD/LIMA Workshop event enabled Lima community members to come together to form a decisive plan for the future of their village, with the help of skilled designers and planners from the Rochester region. As outlined in this community Vision Plan, residents and stake holders worked with the Lima Steering Committee and the CDCR to establish the essential wants and needs of the community so they could be represented in the Vision Plan. With careful analytical study, community brainstorming and walking tours, the CIRD/LIMA Workshop laid the groundwork for the professionals at the CDCR and the Lima Steering Committee to share and gather ideas that might serve as a basis for a Vision Plan for their historic community.

The Village of Lima is rich in history, and benefits from its community members' strong devotion to restoring and retaining the village's character. Whether preserving its natural landscape or showcasing the downtown's historical buildings along Main Street, the Lima community has shown great care in keeping what is theirs protected, while simultaneously welcoming innovative change in order to further improve the village. This report intends to highlight future possibilities for development and revitalization in the Village of Lima. It recognizes the challenges that the village is currently facing and suggests possible interventions that strengthen the public realm, present direction for future development, and help enhance the economic vitality of the village.

History of Lima

The region that is now present day Lima, New York was occupied for thousands of years by Native Americans. The Seneca established villages throughout the area into the 1500's and 1600's. They had settled here for the same reason that the first non-natives did in 1788. Revolutionary War veterans flocked to the region to take advantage of the rich soils and agricultural potential. They organized in 1789 as the Town of Charleston, but shortly after changed the name to Lima in 1808 in reference to the residents that came from Old Lyme, Connecticut. Soon the Village Core thrived as a commercial center where goods and services were exchanged between locals and travelers alike.

The Village Core is located at the intersection of the old State Road (Routes 5 & 20) and Route 15A (Rochester St.). This vibrant commercial center quickly became known as the "Crossroads of Western New York" and the village and town developed around it. When the expressways were built, travel patterns shifted away from these state roads and the Village of Lima. Changing demographics, job opportunities, and the nature of retail business created challenges and Lima suffered a social and economic blow. Many local businesses struggled and some buildings began to fall into disrepair.

Despite these changes, many 19th century buildings still remain. The State and National Registers of Historic Places recognize 58 structures inside and outside of the Village of Lima. These buildings, along with Lima's history and location, give it an authentic charm that cannot be replicated. Today, Lima is trying to re-establish itself as a strong town and viable destination but not at the expense of its history.

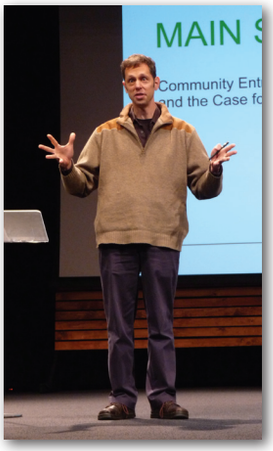
The Charrette Event

Planning and Coordination

Planning for the CIRD/LIMA Workshop began in June 2013 when the Village of Lima learned that it had been selected as one of four rural communities across America that would be funded to hold the three-day event. Being the first of the four communities to hold their event, the CIRD Planning Committee worked diligently under a tight time constraint to organize a successful workshop. The committee was composed of representatives from the Town and Village of Lima (George Gotcsik), Livingston County (Louis Wadsworth), CDCR (Roger Brown and Howard Decker) and the Landmark Society of Western New York (Larry Francer). They reviewed a timeline and planning schedule, established the charrette boundaries and focus areas and identified potential speakers and partners.

The committee met many times over a four month period, which included monthly conference calls with representatives from CIRD (Cynthia Nikitin, Rebecca Stone, and Willa Jones). During meetings, much of the discussion and planning focused on the topics to be covered during the charrette, identifying the speakers, and structuring the workshop events. The committee defined the charrette focus areas and identified major design concerns based on an assessment of the existing assets and problem areas in the village. Identifying the speakers for the event was crucial to framing the direction of the weekend. The speakers' presentations focused on the appropriate and effective strategies and techniques to implement a Community Vision Plan, while the charrette was centered on the physical development of the Village for the future (20 years out).These meetings were instrumental in planning the structure and logistics of the event.

The Charrette Event



Speaker Presentations & Village Tour

The Speaker Presentations took place on Friday, October 25, 2013 beginning at the Lima Presbyterian Church, in the heart of the Village of Lima, NY. This was the beginning of the three-day event where the 80 select workshop participants registered and listened to a presentation by the event's first speaker, Peter Fleischer. His presentation was followed by an organized tour through the Village of Lima and was led by six volunteer tour guides. The five remaining speaker presentations took place later that day at the Elim Gospel Church. The afternoon speakers included Don Macke, Joel Russell, Tania Werbizky, and Rick Hauser. The final speaker, giving the keynote address that evening, was Ed McMahon.

The focus of these presentations was geared toward successful strategies and techniques that might be employed to implement a Community Vision Plan. Biographies of the presenters and notes from their presentations can be seen in the ***CIRD/Lima Workshop: Preliminary Report***.

Ed McMahon	Senior Fellow at the Urban Land Institute, Washington, DC
Joel Russell	Executive Director of the Form Based Codes Institute, Chicago, Illinois
Don Macke	Director of Entrepreneurial Communities, Center for Rural Entrepreneurship, Lincoln, Nebraska
Rick Hauser	Mayor of Perry, NY and president of InSite Architecture
Tania Werbizky	Regional Director, Preservation League of NY
Peter Fleischer	Executive Director, Empire State Future

Charrette Event

The community charrette took place on Saturday, October 26, 2013 at Elim Gospel Church in Lima, New York. The event attracted over 60 participants which included 20 design professionals who served as facilitators for 10 groups. A diverse group of people representing the community participated in the full day event which began at 8:00am with breakfast and registration. This was followed by a presentation from Roger Brown (CDCR) which focused on a brief recap of the previous day's speaker presentations and examples of good urban design principles. Attendees were assigned to ten different groups to explore five pre-determined focus areas. The five focus areas were as follows:

Focus Area 1 Village Core

Focus Area 2 Village Perimeter North

Focus Area 3 Village Perimeter South

Focus Area 4 The Public Realm

Focus Area 5 Village Marketing

For an intense five hours, the groups (comprised of facilitators, residents, business owners, and stakeholders) took note of both the positive and negative features of the village through discussion and exploration of their assigned focus areas. Each group drafted comments and ideas about their vision for improvements as well as potential strategies to implement them. These ideas were expressed in both written notes and visual renderings. To conclude the charrette workshop, the participants gathered in the church sanctuary and each group gave a brief presentation explaining their ideas. Following the workshop, the CDCR scanned the drawings and transcribed the notes that can be seen, unedited, in the ***CIRD/Lima Workshop: Preliminary Report***.

Village Base Map

This map represents the existing conditions of the Village of Lima and was used during the CIRD/LIMA Workshop and serve as a foundation from which the Vision Map was created.

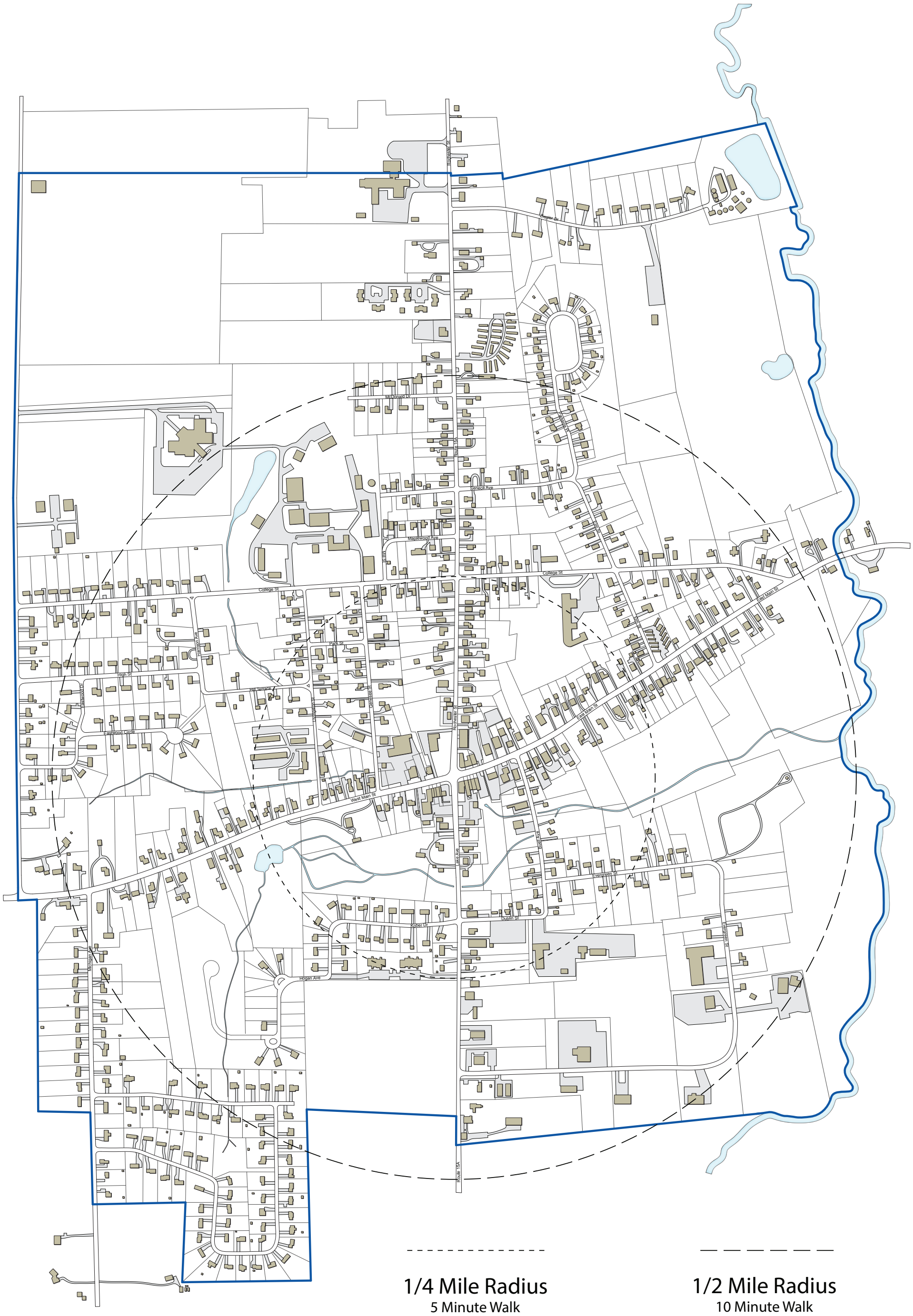
Legend

Village Line

Existing Building

Driveway / Parking Lot

Water



Existing Base Map

Village of Lima, NY

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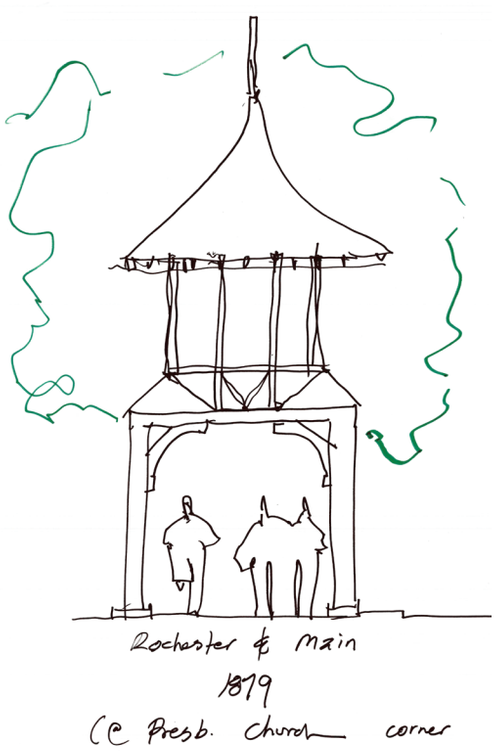
The Charrette Results

**** These ideas represent a summary of the notes transcribed from the community charrette. They have been organized to reflect key ideas as topics generated by the participants.**

Promoting Lima

- Develop a theme / tagline
- Timeless charm and value
- Enhance signage and banners
- History walking tour
- Radio/Web promotion
- Create year round events calendar
    - Lima Crossroads Fest - Aug
    - Farmer's Market - Summer
    - Historical Society events
    - 4 churches choir event - Dec
    - Halloween – Rotary / Elim
    - Coyne Farm Fest - Oct
    - Easter egg hunt - April
    - Am. Hotel Irish - Sundays



Public Realm

- Streetscape Improvements
    - Street lights
    - Façade improvements
    - Street Trees
    - Remove overhead wires
- Enhance Existing Public Spaces
- Develop Signage guidelines
    - Buildings
    - Wayfinding
    - Gateways
- Establishing property maintenance standards
- Enhance Four Corners

History & Culture

- Replace Historic Band stand
    - Lima Presb. lawn?
- Coordinate tourism
    - Historic house tours
    - Antiques tour
    - 5/20 Heritage corridor "Treasure Route"
    - Heritage trails with interpretive panels
- Seneca Nation Trail + Park
- Create heritage park on corner of Presb. church
- Mural on Masonic building
- Improvements to Historical Society
- Community Center
- Public gathering spaces
- Engage Girl/Boy scouts for history
- Monument to early/important residents
- Plaques with historical information
- Throughout Village
- Along trails

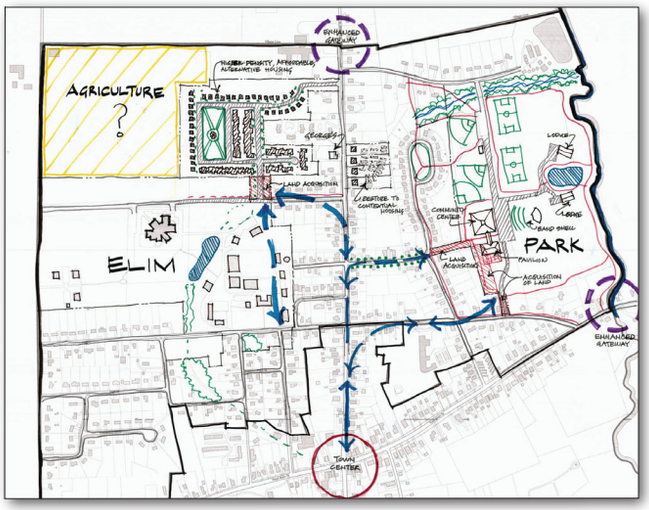
The Charrette Results

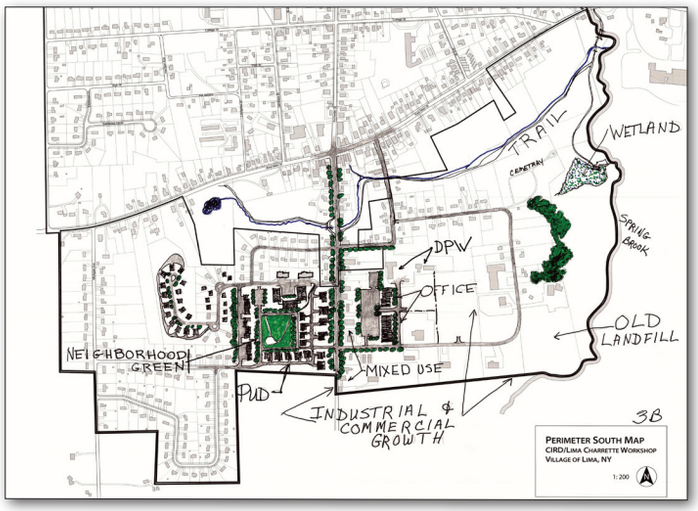
Pedestrians

- Enhance pedestrian experience
    - o At intersections
    - o Narrow traffic lanes
    - o Add crosswalks
    - o Pedestrian crossing at 15A-bridge
- Complete sidewalk network throughout Village
- Way-finding signage for:
    - o Trails
    - o Pedestrian routes to/from Village Core

Multi-modal Transportation

- Consider bike lanes / share space
    - o On Main Street
    - o Connect to trail system
    - o Connect to Lehigh Valley Rail Road Trail & Tubbs Park
- Road improvements
- Slow traffic entering the Core
- Parking lots
    - o Increase/define on-street parking
    - o Reorganize existing lots
    - o Encourage use of existing lots
- Enhance Walkability
    - o For Seniors
    - o To/from residential areas
    - o Connect SW area to Village Core
- Develop Trail system
    - o "Cobblestone park" (Skahasegao) trail
    - o Ravines to spring brook & wetlands
    - o Connection to Tubbs park
    - o Trail from Lima to H. Falls
    - o Seneca nation trail + park
    - o Parking/trailhead behind Main Street
    - o Natural feel
        - Gravel pathways
        - Bird feeders
        - Flower/tree info





Environmental Assets/Enhancements

- Celebrate nature
    - Water course/ponds
    - Ravine
    - Tree lined streets
- Enhance existing pocket parks
- Park development
- Better storm water management
- Water tower?
- Remediate the old dump site
- Dog Park?
- Preserve farm land
    - Land Trust
    - Agricultural Incubator

Housing

- Want variety of housing choices
    - Mixed density
    - Students
    - Young families
    - Seniors
    - Affordable
- Consider walkability to/from Village Core
- All new development should:
    - Be connected with sidewalks
    - Have enhance streetscape
    - Incorporate green space
- Address mobile home parks
- Develop parcels north of Elim
    - Extend McDonald Drive
    - Purchase land to access parcel
- PUD Ideas
    - Expand senior housing
    - Denser to leverage for green space
    - Serve new and existing residents

Commercial / Business

- Need a Better grocery store
- Café + Library combo?
- Façade Improvements
    - Antique store steeple
    - Lima Diner
    - Am. Hotel interior/ exterior
- Replace stand alone buildings with one mixed use
- New Farmers Market location
- Infill of the SW of Four Corners
- Support existing mixed use
- Parking should be to rear or side
- Buildings should address the street
- Beautify light industrial area (south)

Guiding Principles

1 Make Lima a Destination

- Develop the Lima "brand" and promote its unique history and identity;
- Support and promote built and natural aspects of the community that draw in visitors;
- Create new places that draw in visitors;
- Accommodate visitors' means of transportation (driving, cycling, walking);
- Celebrate the Village Core by enhancing the public realm and shared amenities.

2 Preserve the Character & Quality of the Village Core

- Promote the preservation of Lima's historic ambiance;
- Support the development of consistent design guidelines that address existing buildings and new developments in the community;
- Encourage re-use of existing historic buildings;
- Calm traffic traveling through the "4 Corners" intersection and the Village Core.

3 Celebrate the Public Realm

- Enhance the public realm throughout the village (street trees, lighting, signage, design guidelines);
- Display civic pride through appropriate signage/banners;
- Identify and promote historic sites and buildings throughout the village;
- Invest in high quality, durable, seasonal decorations;
- Encourage the maintenance and upkeep of buildings, streets, and the public realm.

4 Encourage Appropriate Growth Patterns

- Support thoughtful development and planning;
- Identify sites for appropriate infill development (residential/commercial) that meet the needs of the community;
- Discourage sprawl development and promote appropriately scaled developments within the village that support Lima as a walkable community;
- Encourage the growth and enhancement of Central Business District by providing incentives for new businesses and development in the Village Core.

5 Strengthen Connections

- Enhance pedestrian amenities to promote a walkable Lima.
- Establish/enhance gateways to define entry into the village.
- Establish a trail system that provides links between destinations and natural assets throughout the village.
- Promote partnerships and collaboration between the village and neighboring communities along the Historic 5&20 corridor.
- Increase village communication through social media, the village website, and the existing newsletter.

6 Transportation & Parking

- Institute a Complete Streets program within the village.
- Encourage and support alternative modes of transportation (walking, cycling, public transportation).
- Develop a village parking strategy.
- Enhance existing parking lots (screen from the street, trees and plantings, lighting).

Vision Plan Map

This map represents the comprehensive Vision Plan for the Village of Lima. It is based on community input gathered during the CIRD/LIMA Workshop. The plan highlights suggestions for future development of the Village. In the following pages, the Vision Plan is organized by the Workshop focus areas and highlights suggestions for the enhancement of the village.

Legend

Village Line

Existing Building

Proposed Development

Existing Tree

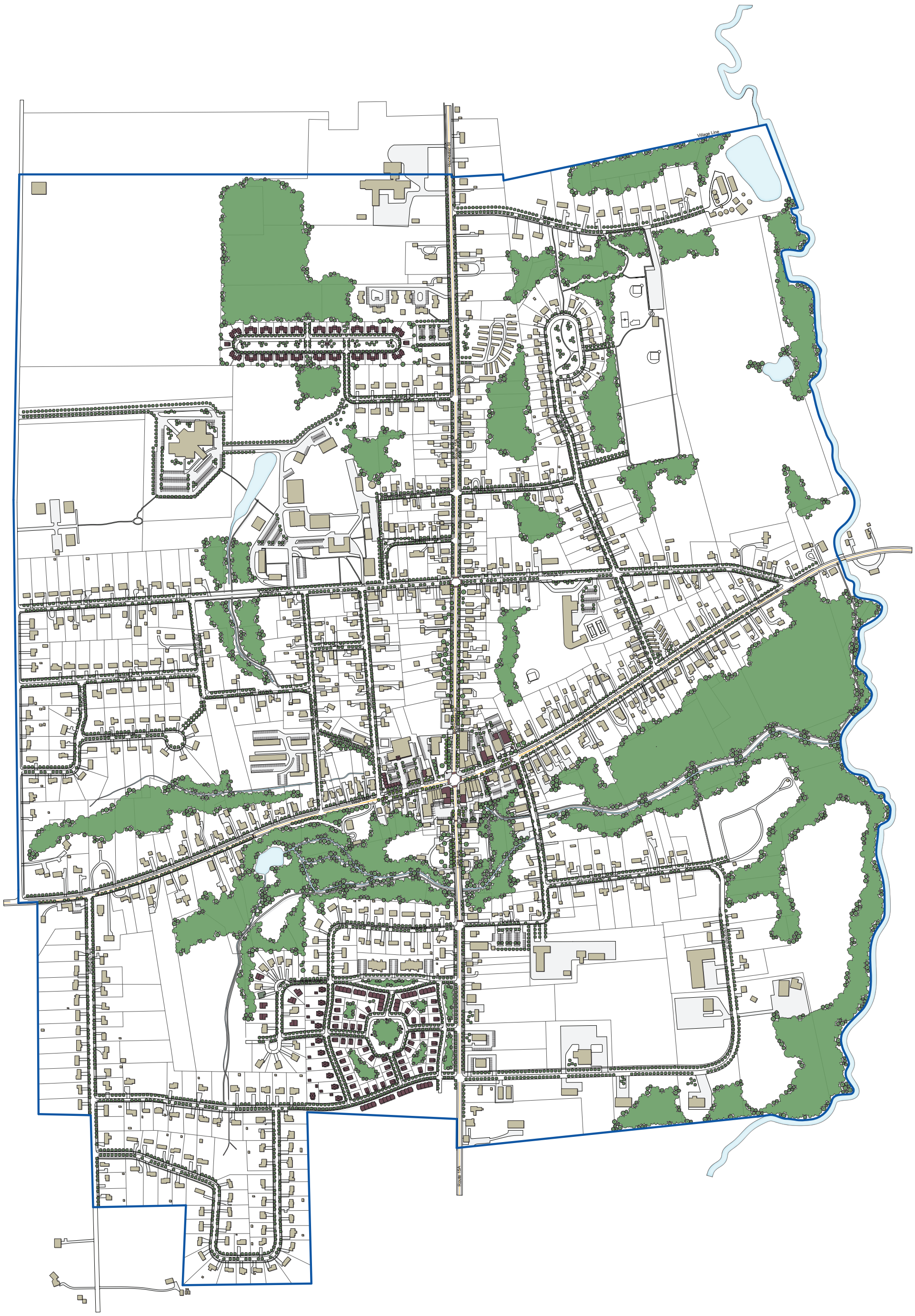
Proposed Tree

Driveway / Parking Lot

Sidewalk

Crosswalk

Water



Vision Plan Map

Village of Lima, NY

1:600

Gateway Location Map

Village of Lima, NY

1:600

Gateways

Gateways identify the points of entry to a destination, whether it be a village, a district, or a trail system. When these gateways are designed and implemented with care, they signify that one is entering a special place with a unique character and history. This sense of place can be achieved using features that provide visual cues of appropriate scale – including signage, logos, landscaping, public art, lighting, etc.

All gateway features should be:

- Attractive and reflect the character of the Village of Lima;
- Prominently located;
- Colorful;
- Easy to read;
- Landscaped;
- Visible and well lit, day or night.

Gateways

Major Gateways

There are four major gateways into the village that were identified during the CIRD/LIMA Workshop. They are currently designated by signage and minor landscaping at the Village line on Route 15A and Route 5&20. Although the current gateways meet most of the criteria outlined above, their color makes them blend into the background making them difficult to spot. With little intervention these gateways can become an attractive welcome into the village.

Existing Gateway Condition

Proposed Gateway Condition

Minor Gateways & Gateway Corridors

In this Vision Plan, there are four minor gateways that are designated by transition points along the gateway corridors into the Village Core. These minor gateways are identified by design rather than signage and are located at pedestrian crossings. At these locations the curbs bump out in order to shorten the distance of these crossings. These pinch points also help to slow and calm traffic, particularly large tractor trailers and construction vehicles that frequently use route 5 & 20. They are located at:

- The Intersection of College Street & Route15A;
- The bridge on Route 15A: South of Main Street;
- Two pedestrian pinch points on Main Street.

Performing a similar function as the major gateways, the minor gateways and gateway corridors signify and emphasize the routes leading to the Village Core, creating a sense of place and guiding visitors to the heart of the community.

Existing Corridor Condition

Proposed Corridor Condition

The Public Realm

The public realm is comprised primarily of public spaces in the Village of Lima including streets and sidewalks, public buildings, waterways, parks and municipal parking lots. It is important to remember that the public realm does not have to be homogenous, neat, or perfect. A little uniqueness builds character and when the public realm is designed thoughtfully it will contribute to the village by:

- Fostering Civic Pride;
- Encouraging preservation of the character of the village;
- Prioritizing the needs of the pedestrian;
- Promoting the Village Core as a vibrant and culturally rich district;
- Attracting people to come to the village.

This Vision Plan acknowledges Lima's rural nature and establishes a distinction between the Village Core and the rest of the village. Enhancements to the public realm in the Village Core will include formal additions to the built environment including banners, lighting, and street trees while enhancements to the rest of the village will be more subtle, focusing on connectivity and access.

Facades

Appropriate and well-maintained building facades can enhance the aesthetic and economic viability of a community. When designed thoughtfully and with consideration to historical context they can improve the architectural edge of the public realm. Conversely, when designed haphazardly or at an inappropriate scale they can damage the perception of the public realm and the entire village. The improvement of building facades in the Village Core will enhance the overall appearance and historical character of the Village of Lima, while promoting the preservation and reuse of existing buildings.

Trees & Plantings

Trees and plantings perform a variety of functions to enhance the public realm. They can be used to:

- Define major corridors and frame a street;
- Help separate pedestrians from vehicular traffic;
- Improve the aesthetic appearance of a neighborhood or street corridor;
- Provide shade, color and relief;
- Encourage business owners to utilize the sidewalk areas adjacent to their establishments;
- Screen parking lots from view;
- Contribute to the natural storm water mitigation system.

Flowers and other plants are equally important to the aesthetic of the public realm. They can be used to enhance gateway signage or to help screen a parking lot. Much like banners, the repetition of flower baskets throughout a corridor can help to establish community identity. Special types of plants can also be used in rain gardens and bio-swales along the street or in large paved areas to help filter water runoff. Through the greening of existing parking lots, the Village Core will reap the aesthetic benefits of trees to the public realm by screening them from view.

The Public Realm

In the Village Core, street trees should be planted with a formal repetition and frequency. However, in the rural sections of the village, this Vision Plan recommends that tree planting be managed in a more informal, natural way. The issues caused by above-ground utilities in the Village of Lima are of special concern in this Village Plan. A report and analysis of the existing tree stock in the village has been completed with suggestions for appropriate tree species to be planted in areas where above ground utilities exist. **(See the Village Tree Survey Section of the Vision Plan)**

In addition, the enhancement and proper maintenance of pocket parks in the Village Core is also recommended. As with all improvements recommended in this Vision Plan, maintenance and upkeep are crucial to maximizing the effectiveness of the suggested interventions.

Pocket Park Before

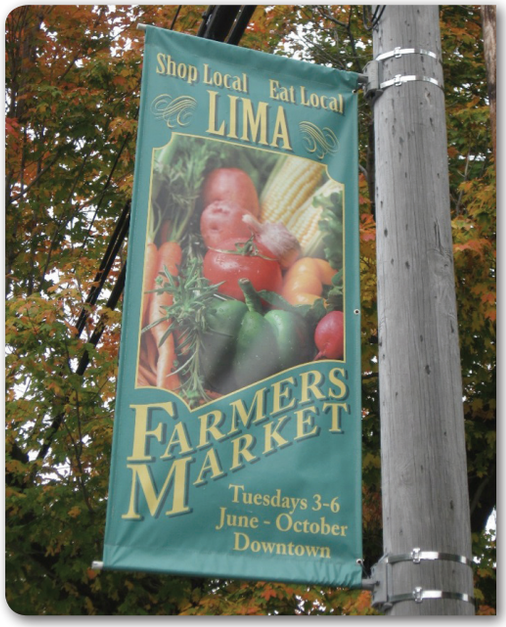
Pocket Park After

Signage

Signage is used a number of ways in this Vision Plan. While it is generally used to enhance the way pedestrians and motorists alike navigate and experience the village, signage can also enhance the aesthetic of the community and help to promote a community's identity.

Village Banners

Banners are an important aspect of the public realm. When implemented properly they can be informative and attractive. Banners can be rotated in and out to promote upcoming events, recognize important local individuals, and even celebrate the holiday seasons. Banners are commonly fixed to light posts but can also be retrofitted to attach to overhead utility poles.



Business Signs

There are many styles of signage that can be used to identify a business. Business signage should be:

- Attractive and reflect the character of the Village of Lima;
- Prominently located over the business entrance;
- Colorful;
- Made of appropriate materials;
- Easy to read;
- Visible and well lit day or night.

The Public Realm

It is also common for restaurants, bars, and retail shops to put out temporary signs on the sidewalk that display daily specials or promote sales. This is appropriate as long as the signs are attractive and comprised of constructive materials.

Parking Lot Signs

Parking, and the perceived lack thereof, is a common concern in any community. It is often discovered that after some reorganization there is ample parking; however, it is not always appropriately identified. Installing attractive signage that directs locals and visitors to available parking will increase the efficiency of those spaces and free up other open spaces for development and green space.

Road Signs

Road signage and signals, while necessary, should be considered carefully in order to prevent an overload of signage. Too much signage can negatively effect the aesthetic appeal of communities. A thoughtful and effective design of the streetscape and the public realm provides directional cues to motorists and pedestrians.

VS

The Public Realm

Lighting

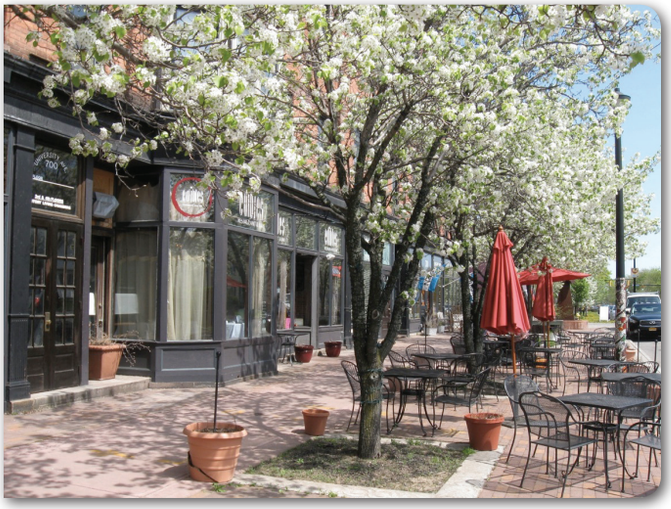
Lighting is essential to community safety but can also be used to enhance visual appeal. The Vision Plan considers two types of lighting found in the Village Core: pedestrian lighting and building/signage lighting. Pedestrian lighting is scaled to a shorter height than street lighting and typically installed at shorter intervals along a street. Post top lighting is the most common style and can be designed to reinforce the historic character of the village. Another common style includes dual headed lights in which a taller light is directed toward the street and a shorter light is directed toward the sidewalk. The light poles can be used to hang banners and flower baskets. Until the issue of above ground utilities is addressed in the Village Core, the utility poles could incorporate retrofitted pedestrian lighting.

Much like streetlights, building lighting may be used to define a sense of place and highlight signage and a building's historic character. Using appropriate lighting to enhance downtown buildings will contribute positively to the public realm along streets in the Village Core.

Sidewalks

Sidewalks are one of the most crucial elements of a vibrant public realm, acting as the floor of a community's "outdoor living room" for residents and visitors alike.

This Vision Plan recommends that sidewalks be widened in the Village Core, particularly in areas in front of businesses. This will provide ample space to incorporate benches, outdoor café seating, and outdoor displays for the Village's shops. Outside of the core, the plan includes a lawn buffer between the street and the sidewalk to plant trees that shade and add an aesthetic appeal. This buffer also adds to the perception of pedestrian safety. New sidewalks where none currently exist, are recommended throughout the Village of Lima in order to promote access to and from the Village Core and village neighborhoods.



In addition to expanding the number and size of sidewalks, the Community Vision Plan recommends the incorporation of additional pedestrian amenities. Pedestrian amenities include enhanced or decorated crossing areas, countdown crossing lights, the use of interesting materials for sidewalk surfaces, and the addition of benches and art installations along sidewalks. This range of amenities promotes safety and ease of travel for pedestrians, while contributing to the character of the public realm.

The Village Core

For the purpose of this Vision Plan, the Village Core is the area defined by minor gateways located at College Street (north), Route 15A bridge (south), Buell Avenue (east), and Genesee Street (west). Through the CIRD/LIMA Workshop, residents expressed a need for better gathering spaces, more housing choices, and improved quality of design in the Village Core. The following outlines recommend interventions, improvements, and developments which are identified in burgundy on the map.

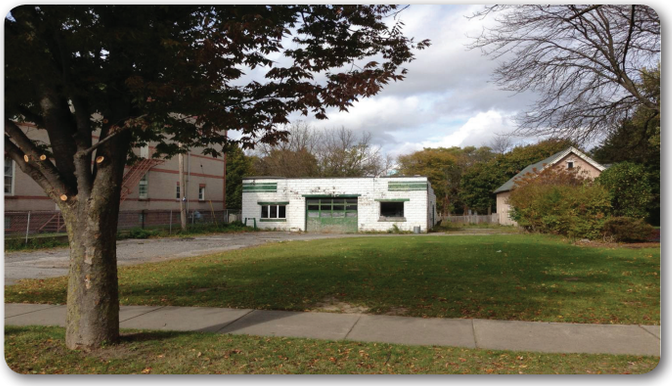
The Village Common

The development of a Village Common on the vacant lot next to the Town and Village Hall will create an important gathering space for the community and reengage an underutilized parcel in the heart of the Village. The lot should be expanded and enhanced to include more greenery and greater opportunities for residents to come together.

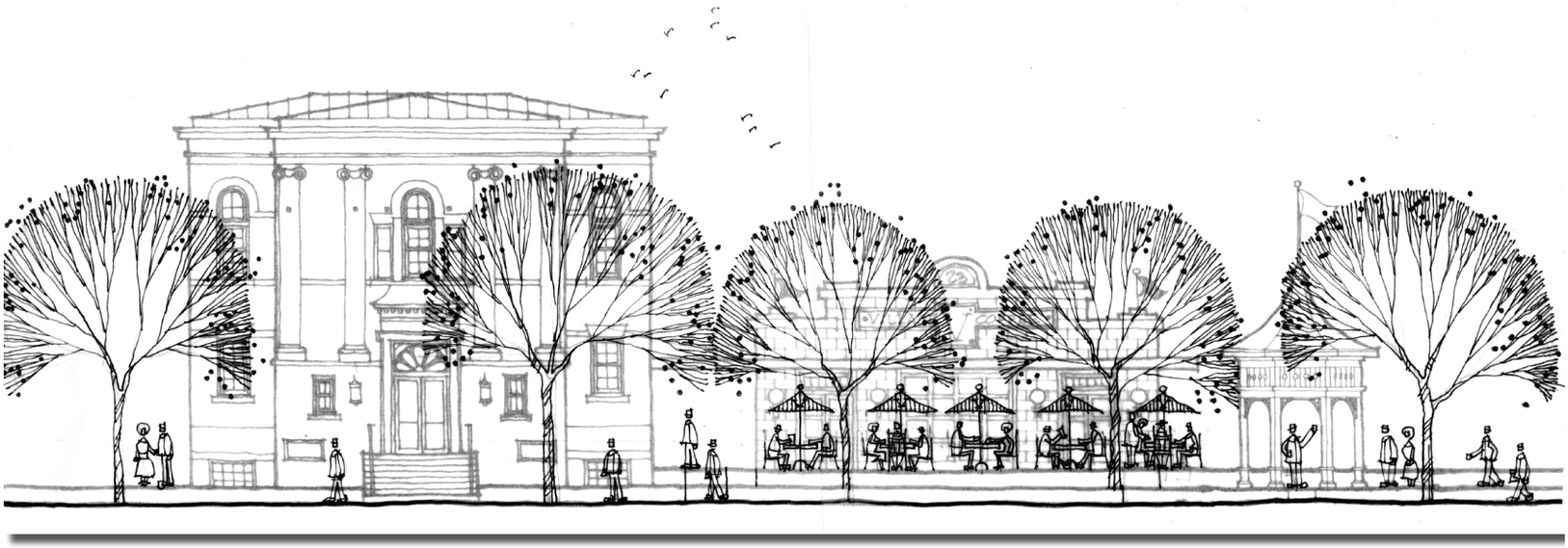
This can be achieved by:

- Creating a place that residents and visitors can congregate for both leisure and recreational purposes, as well as public events;
- Reusing the existing building or replacing it to incorporate a café and/or the future home of the town library;
- Building a replica of the historic bandstand that once stood at the Four Corners intersection.

Existing Site Condition



2 -Story Development Alternative



The Village Core

Proposed Village Commons Rendering

Infill Buildings

The architectural edge is important and frames the public realm. Where buildings have been removed or have a large setback, it is critical to replace the "missing teeth" and reestablish that edge. Within the Village Core there are four locations where new infill developments are recommended.

Main Street Town Houses

The development of townhouses on the corner of Main Street and Genesee Street addresses two issues raised during the CIRD/Lima workshop. First, it establishes an edge along the north side of Main Street, screening the Save-A-Lot and its parking lot. It also addresses a request for more village housing options. These townhouses could be affordable housing options for young professionals and families as well as seniors.

Existing Site Condition

Proposed Site Map

Senior Housing Option

The Village Core

Proposed Townhouse Rendering

Proposed Elevation

SW Corner of The Four Corners

The Southwest corner of the four corners intersection once had a two-and-a-half story building that prominently held the corner. It has long since been demolished and was most recently used for parking. Any infill development on this site should consider this prominence in its design. Not only would a new building once again hold that corner and define the architectural edge, but it would become a desirable location for any business.

Historic Image - Circa 1920

Proposed Elevation

The Village Core

SW Corner Rendering

NW Corner of the Four Corners

The northwest corner of the four corners intersection has been the long-time home of the Lima Presbyterian Church. The Church is set back up on the hill but the corner once featured a bandstand. Since it has been decided that a replica of the historic bandstand would be better suited in a Village Common location, the corner could be enhanced with a small pocket park that includes a clock tower/information kiosk. The clock tower/information kiosk would:

- Notify residents and visitor of upcoming meetings and events;
- Become a way-finding point;
- Contain recreational and historical trail maps;
- Offer a shady place to sit.

The Lima Town Court Building

Not all infill projects involve the construction of an entirely new structure. The Town Court building is a relatively new building that was not designed within the context of this historic village. It has a rather plain façade and is set back farther than other buildings along the north side of Main Street. The two options for this building include replacing it with a more appropriately designed building or extending the façade up to the sidewalk.

Existing Condition

Proposed Site Map

Façade Improvements

There are several locations throughout the village that feature fantastic buildings that just need a facelift. The dramatic impact of façade improvements has already been seen with updates to Stanley's Exchange, the Masonic Building, the American Hotel and the old firehouse. Not all façade improvements have to be implemented on historic buildings fronts. Buildings that have inappropriate façade designs can be improved to better fit the village context. Two examples include the Save-A-Lot and Fanatics Sports Bar.

The Village Core

Fanatics Sports Bar

- Increase the façade transparency by increasing the window size and mullion detail;
- Detail the main façade in a more sensitive architectural manner (Trim, bulkhead, cornice, etc);
- Add appropriate exterior lighting;
- Create well-designed architectural signage with gooseneck lighting;
- Redesign the entrance and front seating area to be more pedestrian friendly.

Existing Condition

Proposed Elevation

Proposed Fanatics Façade Improvement Rendering

Save-A-Lot

- Increase the façade transparency through the addition of storefront glazing and mullion detail;
- Add a tower element to act as a terminating vista and beacon for the store;
- Add lighting to enhance the building, tower, and marquee at night;
- Redesign and enhance the store signage;
- Redesign the parking lot to make it more efficient (add tree islands, lighting, etc).

Existing Condition

Proposed Elevation

Proposed Save-A-Lot Rendering

The Village North

The Village North is the area north of Main Street, excluding the Village Core, and bounded by the village line. In addition to the majority of the village's residences it also features the Elim Bible Institute, Lima Elementary School, Mark Tubbs Memorial Park and the only active farmland within the village limits. Concerns expressed during the CIRD/Lima Workshop include more housing options (size & cost), connectivity of streets and sidewalks, and access to the park.

New Residential Development

As a result of the CIRD/LIMA Workshop, residents expressed a need for more varied housing types throughout the village. In addition to the existing stock of single-family homes, there is a need for apartments and townhomes that are appropriate for Elim students, young families, and others. A new residential development is proposed on a landlocked parcel behind the George France Restaurant to address this need. There is room to expand north in the future. Access would be granted to the parcel with an easement at the end of McDonald Drive.

All new residential developments should contain:

- Appropriate scale lighting;
- Ample street trees;
- Consistent building set backs;
- Prominence given to the residence vs. the garage;
- Sidewalks that connect to an existing network;
- Generous amount of green space.

Existing Site Condition

Proposed Site Map

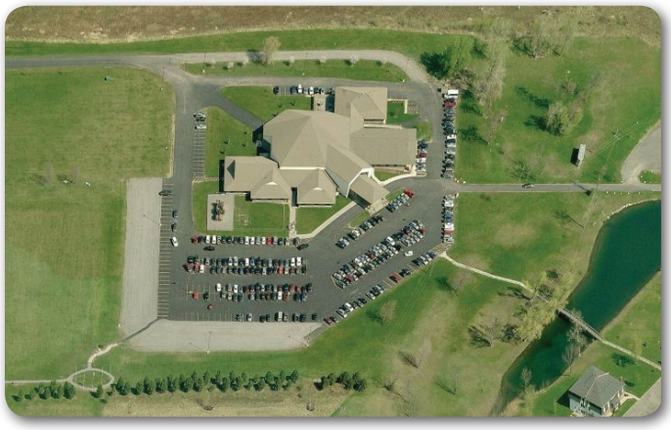
The Village North

Elim Bible Institute

The Elim Bible Institute has been a Lima institution since 1951, however the campus, which was established in 1831, has been home to several organizations. The campus occupies 75 acres in the northwest quadrant of the village, and combined with topographical issues, creates a barrier between Rochester Street and Dalton Road. It was suggested during the CIRD/LIMA workshop that McDonald Drive could eventually connect through the Elim campus to Dalton Road. However, residents have expressed concern that this might bring high volumes of through-traffic. If a vehicular connection cannot be established, pedestrian routes should be enhanced to promote walkability for students and faculty members that live in the area.

The site, particularly around the Chapel, is open with little tree cover. The areas in and around the parking lot, as well as along new pedestrian paths, should be treed for shade, aesthetics, and storm water management purposes.

Existing Site Condition

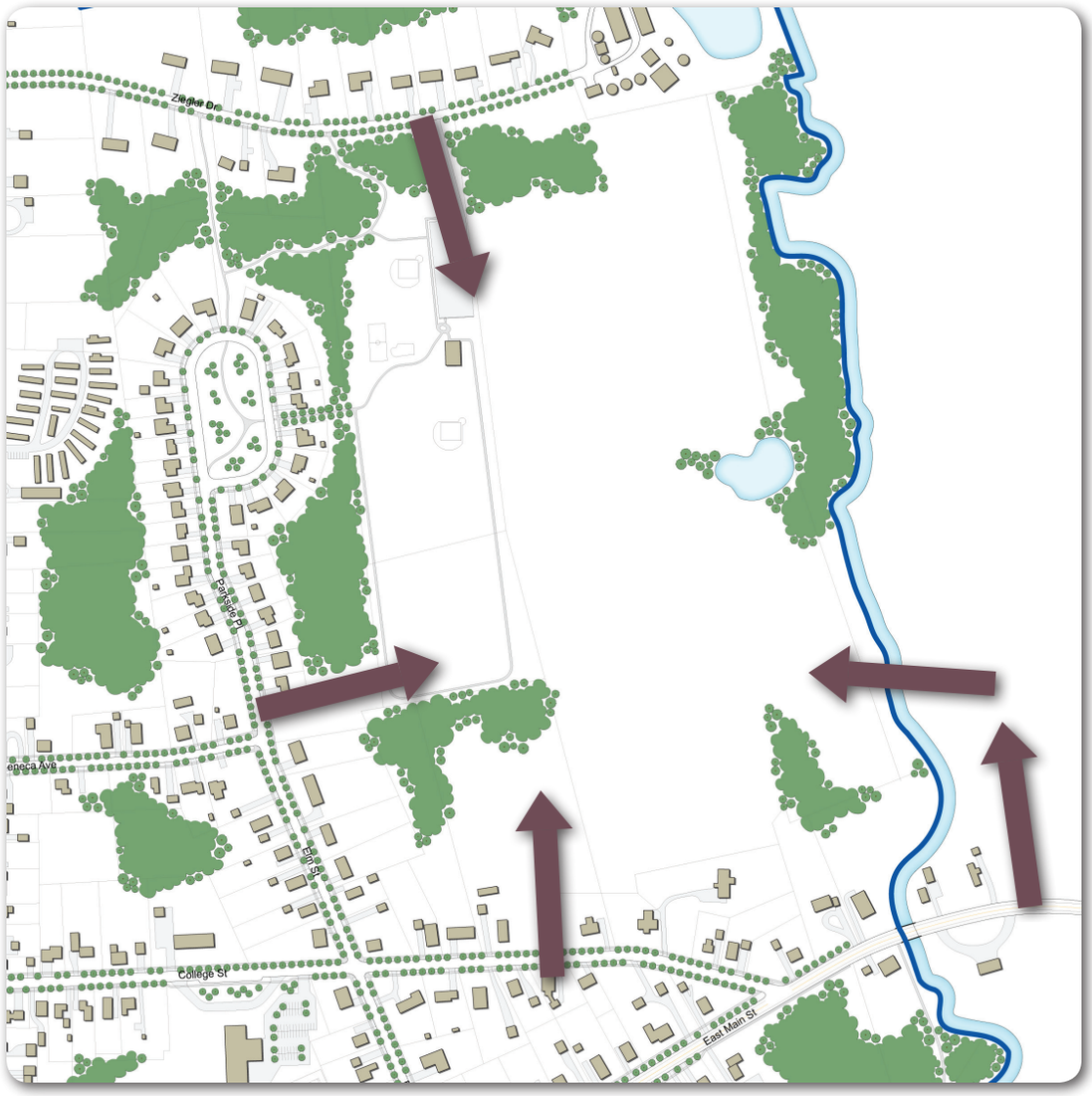


Proposed Site Map

Mark Tubbs Memorial Park

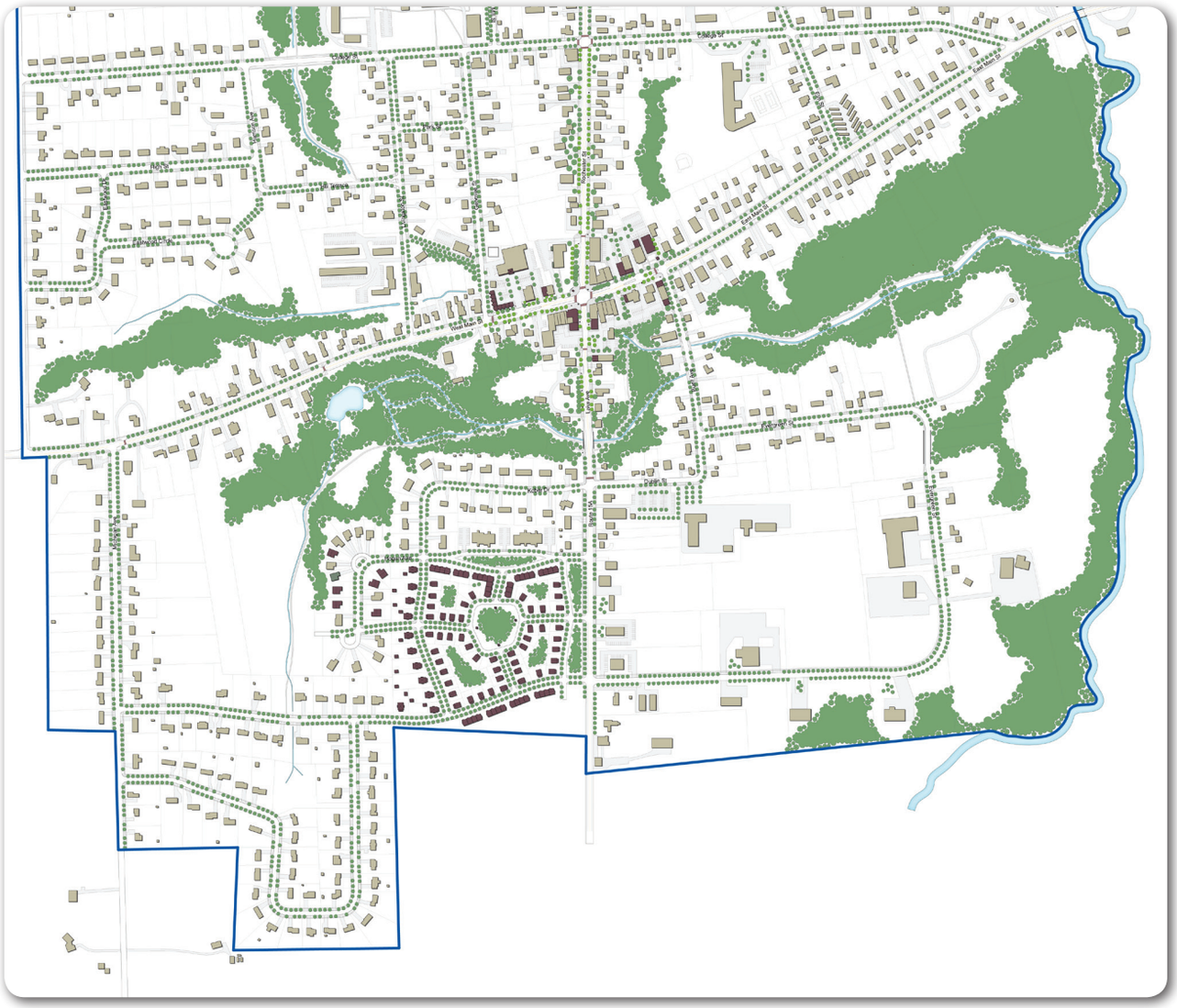
Mark Tubbs Memorial Park is a major recreational asset for the Village and Town of Lima, however it is poorly connected for both pedestrians and vehicles. Currently, the only car entrance is located on Zigler Drive off of Route 15A, and the only pedestrian entrance is located at the end of Seneca Avenue. With the addition of new park land and future development plans, consideration for additional pedestrian and vehicle entrances should be given. Potential vehicle entrances include:

- The current pedestrian entrance at the end of Seneca Avenue;
- A southern entrance on College Street through a property easement;
- A southern Main Street connection on the east side of Spring Brook.



The Village South

The Village South is the area south of Main Street, excluding the Village Core and bounded by the village line. The area south of the village contains suburban style housing on the west side of Lake Avenue and a commercial park area on the east side. Additionally, there is creek that extends from Spring Brook and transverses the village just south of Main Street.



Recommendations from the CIRD/Lima workshop include:

- New residential development with multiple lot and house size choices;
- Enhance connections to existing neighborhoods;
- Increase pedestrian connection to Village Core;
- Develop a commercial park (shared driveways/parking, buffering lots, walkable to new developments);
- Maintain natural areas;
- Establish a nature/historic trail (trail signage images, etc.).

New Residential Development

The area south of the village also provides opportunities for new residential development in the large parcel adjacent to Lake Avenue. This parcel is designated as a Planned Unit Development (PUD) site. The Vision Plan recommends a loose street pattern that allows for various lot sizes, housing types and natural areas. The new housing development connects with existing residential areas to the north and west, increasing connectivity and walkability to the heart of the village.

All new residential developments should contain:

- Appropriate scale lighting;
- Ample street trees;
- Consistent building set backs;
- Prominence given to the residence instead of the garage;
- Sidewalks that connect to an existing network;
- Generous amount of greenspace.

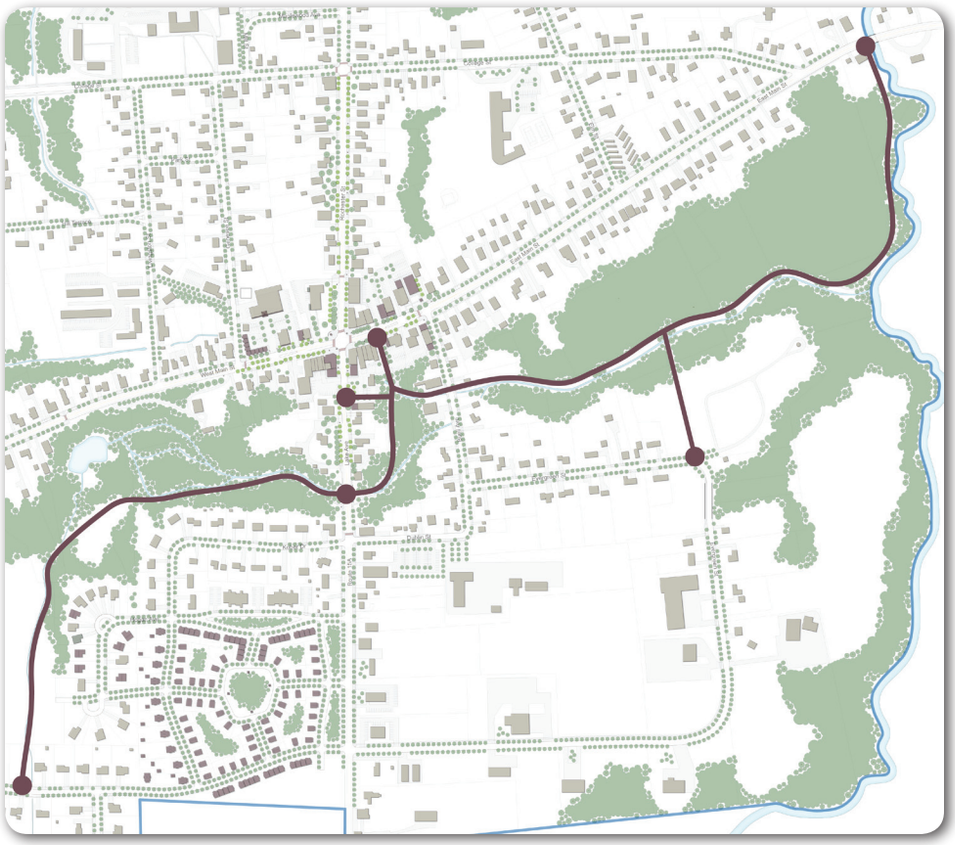
Existing Site Condition

The Village South

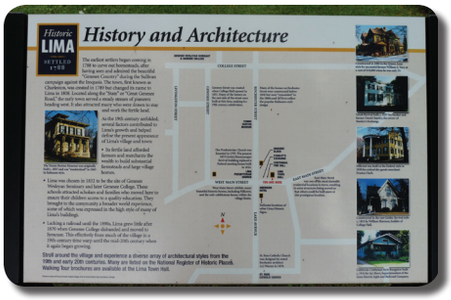
Proposed Site Map

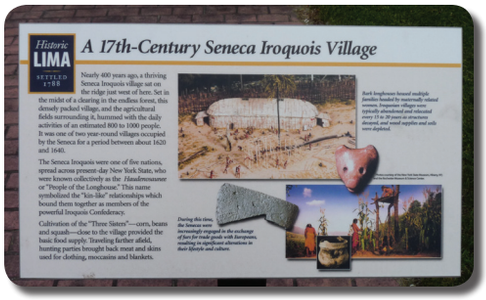
Nature & Historic Trail

The creation of a nature and historic trail received incredible support during the CIRD/Lima Workshop. It would run along the creek that originates from Spring Brook and be wide enough to accommodate both cyclists and pedestrians. The trail would include informational signage that highlights local history and wildlife. Trailheads are located in the Village Core next to the Lima Diner on Main Street and at the pocket park on Lake Avenue. They might be designated with pillars or an archway. To increase way-finding, these trailhead gateways can be implemented throughout the village trail system.



Interpretive Signage

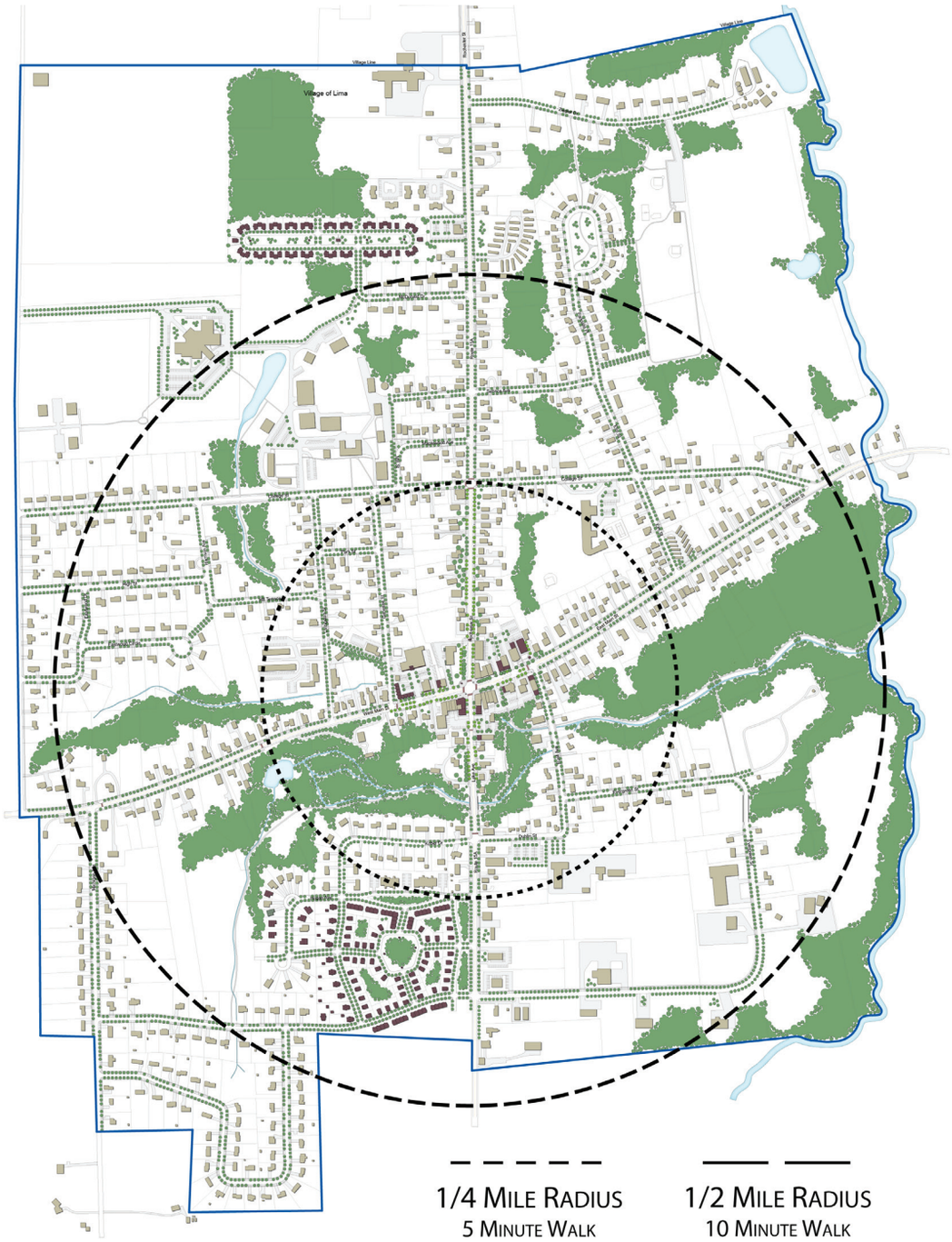




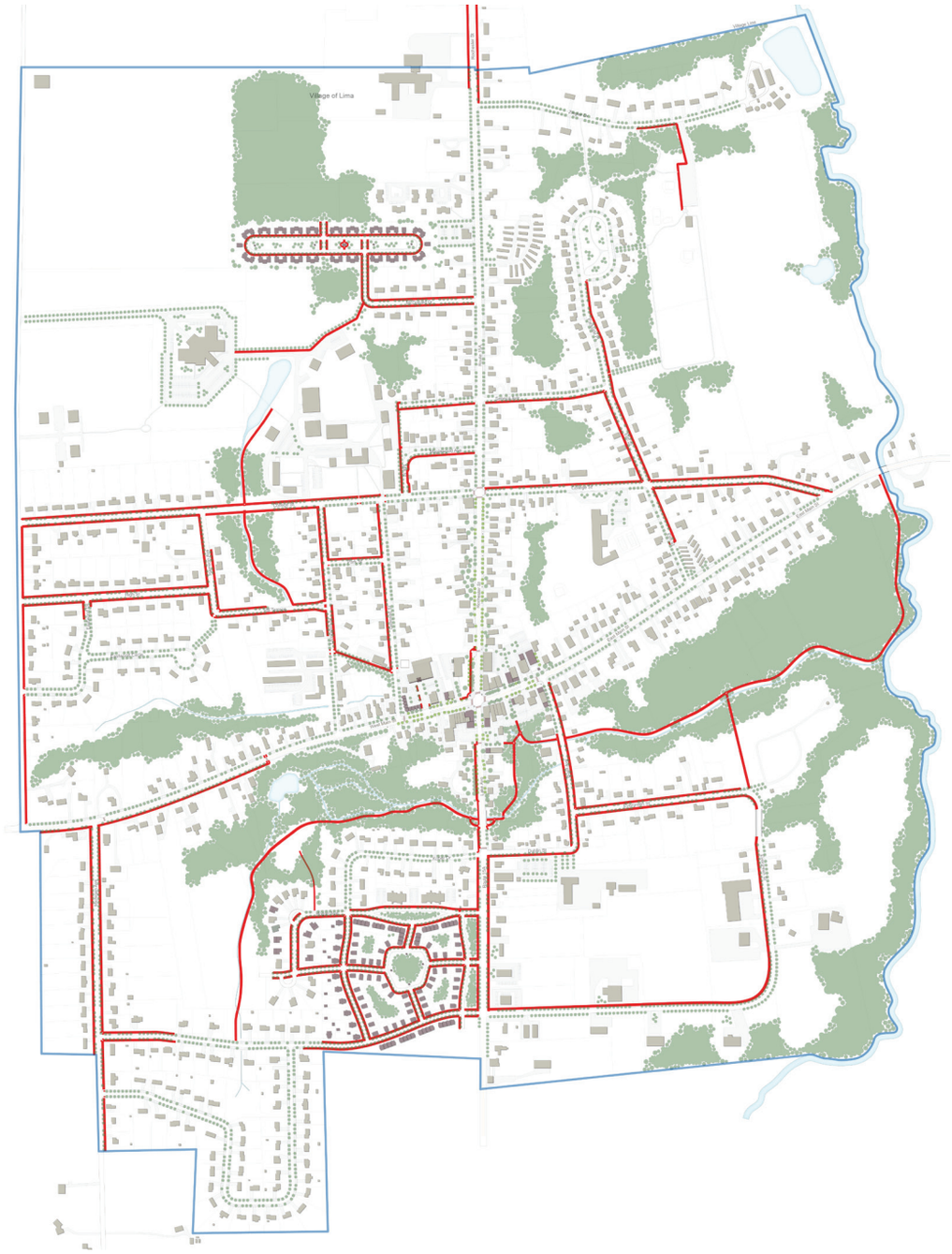
Trailhead Gateway

Transportation & Connections

The Village of Lima has the benefit of being compact. The majority of the village is within a 5-10 min walk to the Four Corners intersection. In order to promote and encourage walkability, gaps in the sidewalk network should be completed. Additionally, the village trail system should be expanded and well-marked to complement the sidewalk network.



Because the majority of the village can be accessed on foot within 5-10 minutes, a complete sidewalk network is critical for the mobility of pedestrians. There are currently several gaps in that network, and many sidewalks that go nowhere. The map below highlights areas where new sidewalk development will complete the network. The Village Planning Board can decide which connections are a priority and build from there.



Transportation & Connections

Just having a complete sidewalk network is not enough. All sidewalks should be buffered from vehicular traffic with a tree lawn. In the existing condition image below, the sidewalk is open to the street, creating an uncomfortable experience for pedestrians. The proposed image shows a buffered sidewalk on both sides. In addition to the sidewalk treatment, the façade and signage of the gas station have been enhanced, increasing the aesthetic appeal of the gateway corridor from the north.

Existing Sidewalk Condition

Proposed Sidewalk Condition

Transportation and connection considerations should extend beyond the village limits and take into account public transportation options to and from the City of Rochester. The Livingston Area Transportation Service (LATS) has a stop located on Rochester Street just north of Main Street. To encourage ridership, improvements should be made to make the location more attractive, including plantings, signage, and a shelter from inclement weather.

Existing LATS Stop Condition

Proposed LATS Stop Condition

The Village Tree Survey

While documenting the Village Core, it was appeared that many of the existing street trees are experiencing negative effects due to their location under or adjacent to above ground utility lines. Some of these effects were a result of poor pruning and maintenance, while others were a result of poor choice of tree species for that location.

The most desirable, and expensive, solution would be to either bury the utility lines or relocate them behind the buildings. Another solution would be to replace the trees in poor condition with a more appropriate species for this situation. In some cases a utility company might help with the replacement cost if the new trees are selected from an approved list. The following is a list of tree species that have been selected from National Grid's list of appropriately sized, and locally available trees with "some salt tolerance." This list was developed by the Cornell Urban Horticulture Institute.

The Village Tree Survey

Hawthorn
Cretaegus crus-galli 'Inermis'
20-25'H x 20-25' W

Thornless. Tolerant of drought, pollution and clay soils. Flowers are white and turn from scarlet to purple in fall. Red fruit on trees throughout winter.

Also: 'Inermis' var. 'Cruzam', a.k.a. 'Crusader'
20-25' H x 12-15' W

Honey Locust
Gleditsia triacanthos 'Imperial'
30-35' H

Open, spreading form, good branch angles (resist breakage, look balanced).

Japanese Tree Lilac
'Ivory Silk' 'Summer Snow.'
20-25' H x 15-20' W

Dense, compact, fast-growing, glossy leaves, heavy flowering. Flowers are white in abundant large clusters.

Japanese Zelkova
'Schmidtlow''City Sprite'
Dwarf variety up to 20' H

Oval to vase-shaped crown, red fall color, exfoliating bark. Less likely than the species to have poor branch structure.

The Village Tree Survey

Callery Pear

Pyrus calleryana 'Jack'

Dwarf variety up to 15-20' H and W

A variety of white flowers, oval crown.

Black Locust
'Globe'

20' H

Thornless, may be flowerless/fruitless, dense rounded crown, small leaves.
May not be available locally

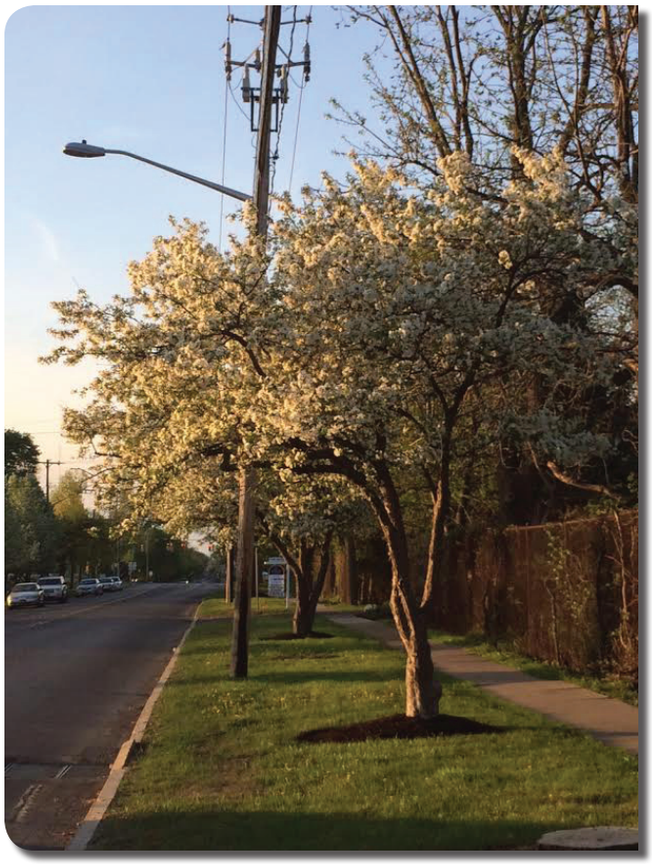
Crabapple
Varieties with persistent fruit

'Centurion' (rose-red flowers)
20' H
Red fruits

'Red Jewel' (white)
15' H
Red ½" fruits

'Sugar Tyme' (white)
18' H
Red ½" fruits

'Prairiefire' (dark pink)
20' H
Red ½" fruits



'Prof. Sprenger' (white)
20' H
Orange-red ½" fruits

'Purple Prince' (rose-red)
20' H
Maroon fruits

'Royal Raindrops' (pink)
20' H
Red ¼" fruits. Upright. Cut-leaf, orange fall color.